

Before the  
Federal Communications Commission  
Washington, D.C. 20554

REPLY COMMENT OF ZIPIT INC

Specifically these reply comments focus on what Commissioner Copps referred to as “the annoying-seatmate issue”, or in other words, the social issues surrounding phone calls on a plane when located in such close proximity to others.

ZipIt Incorporated is wholeheartedly in favor the FCC relaxing its ban on using cellular phones during flight. The change translates into a significant economic growth opportunity for the United States and many other countries. US Federal and international taxes collected from the significant increase in revenue telecommunications companies and airlines would see from this growth market

<sup>1</sup> See *Notice of Proposed Rulemaking, In the Matter of Amendment of the Commission's Rules to Facilitate the Use of Cellular Telephones and Other Wireless Devices Aboard Airborne Aircraft*, WT Docket No. 04-435 (Feb. 15, 2005) (*NPRM*).

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opportunity would be enormous. Although overcoming the technical hurdles of interference to terrestrial and onboard systems is significant, ZipIt Inc. is confident that over time commercial vendors will work with the regulators to overcome these hurdles so current cellular service and airplane safety is not affected.

## II. A Significant Roadblock to Success

The social impact of people using cellular phones during flight is a significant issue, as evident by the comments to the FCC's Electronic Comment Filing System, and exists as a significant roadblock to the economic opportunity outlined above. The FCC has been inundated with calls and e-mails from consumers opposed to lifting the ban. The US Association of Flight Attendants and the US National Consumers League released a poll that found most travelers agree that lifting the government ban on in-flight cell phone use would threaten their peace and quiet. The polls find that most passengers prefer peace and quiet to the chattering that would ensue if the ban was lifted. Most of the opposition the agencies are receiving centers on this issue.

## II. Clearing the Roadblock

ZipIt Inc. has a US (and imminent International) patent pending on a suite of devices that would act as a **Conversation Privatizer** to allow an airline passenger to talk on their regular commercially available cell phone **without** disturbing the passenger next to them. These are very inexpensive low-technology devices, yet they are new, useful, and nonobvious. The devices are completely independent of any cellular phone and the technology of any cellular phone. No modifications are

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required for the devices to function; they can be used with any cell phone on the market today - ubiquitously. They universally hold any cell phone, but are non-invasive to the phone's technology.

These devices consider the following parties:

- **Caller:** the person making the call
- **Call Receiver:** the person receiving the call
- **Call Neighbors:** anyone in physical proximity to the Caller

Furthermore, based on the needs of these parties, these devices offer the following fundamental features:

- Privacy for **Call Neighbors** by blocking the **Caller's** conversation from them.
- Privacy for the **Caller** by not allowing their conversation to be overheard by **Call Neighbors**.
- Sound blocking from noise in the **Caller's** location, which helps both the **Caller** and the **Call Receiver** hear the conversation.

## III. Summary

It is in consideration of the devices outlined above that ZipIt Inc. supports the relaxing of the rules to allow the use of cellular phones during flight, and encourages any entity that agrees with our position to contact us to collaborate or partner on helping bring these product to market nationally and internationally. The successful rollout of these devices will benefit the public's need in general to communicate anytime and in any location, including the only place left that cellular

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phones cannot be used: aboard airplanes during flight.

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